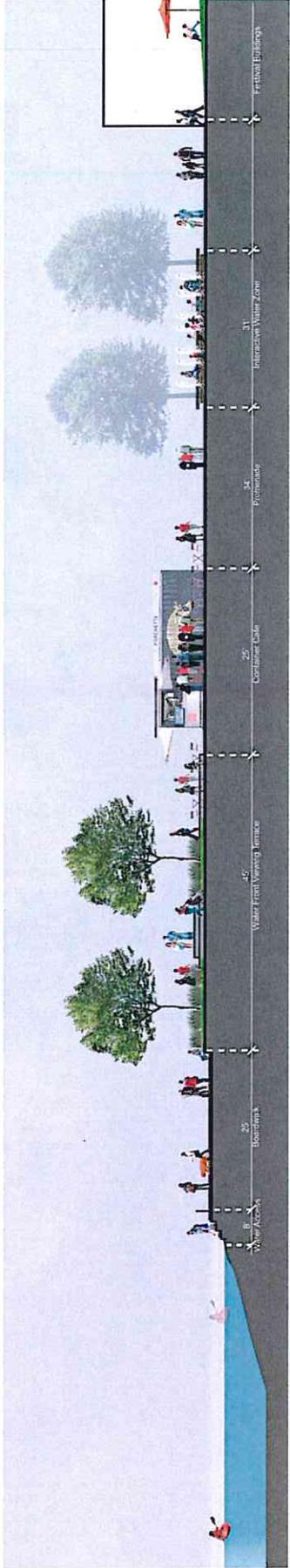
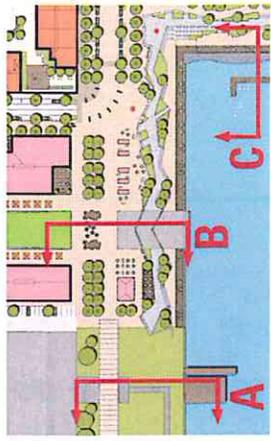


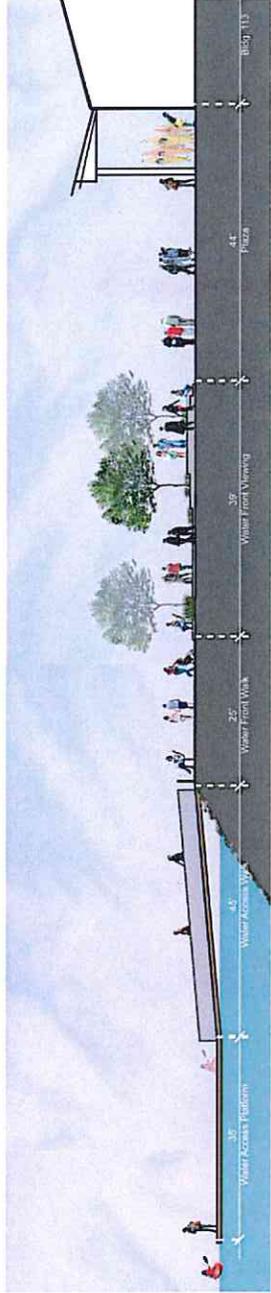
SECTION A AT WATERFRONT PARK



SECTION B AT WATERFRONT PLAZA



KEY PLAN



SECTION C AT WATERFRONT ACCESS

\*SITE PLAN & BUILDING CONFIGURATIONS ARE ILLUSTRATIVE ONLY.  
ALL IMPROVEMENTS SUBJECT TO DESIGN REVIEW APPROVAL

ALAMEDA POINT | ALAMEDA, CA

WATERFRONT PLAZA SECTIONS

**BAR architects**  
901 Battery Street, Suite 300 | San Francisco, CA 94111 | 415 293 5700 | www.bararch.com

**BKF** ignition  
architecture

**MBH arch**  
TRICON  
tableau

**EDEN**  
EDEN  
FOODS

**e5lu**  
e5lu  
CORPORATION

**SR+ERNST**  
MedisonMarquette  
LANGAN

**KI**  
Kaiser Permanente

**FIELD**  
PAOLI

**A P**  
**D W**

05.11.15

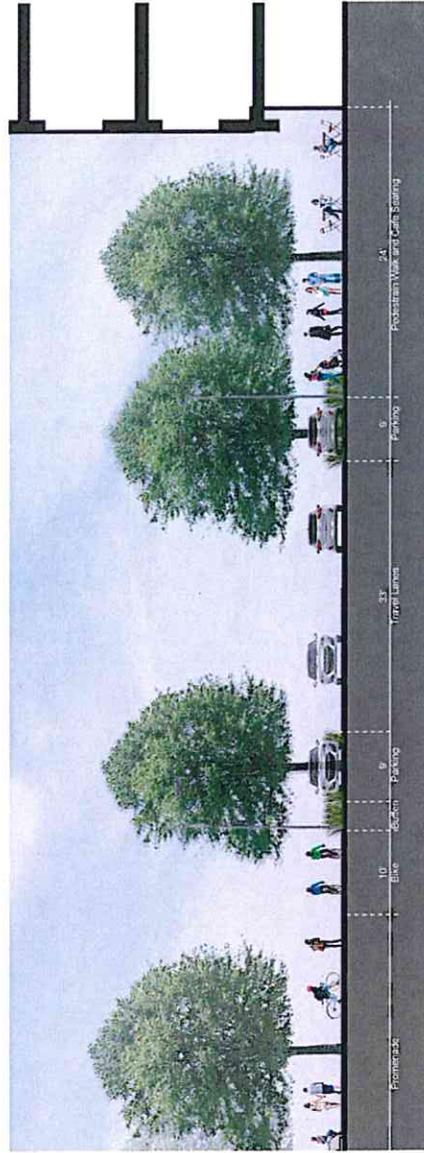
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KEY PLAN

\*THIS SITE PLAN & BUILDING CONFIGURATIONS ARE ILLUSTRATIVE ONLY. ALL IMPROVEMENTS SUBJECT TO DESIGN REVIEW APPROVAL

SHARED USE PLAZA SECTION & CHARACTER



SECTION AT SEA PLANE PLAZA AND RAMP

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**BKF** ignition  
architecture

**JBI** arch  
bararch.com

**TRICON** labieau  
LABORATORY

**EDEN** HODGSON

**FIELD** PAOLI

**e-flu**

**SRMERNST**  
Madison+Margolis

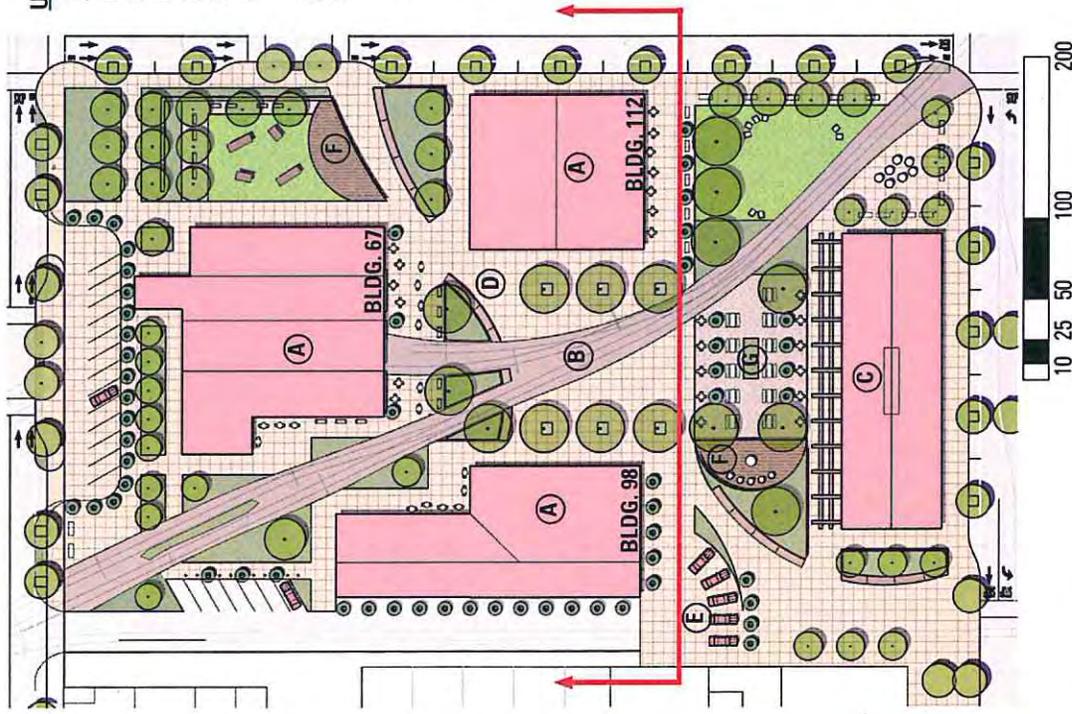
**LANGAN**

**KH** Kohn Pedersen Fox

**FIELD** PAOLI

**A. P.**  
**D. W.**

05.11.15  
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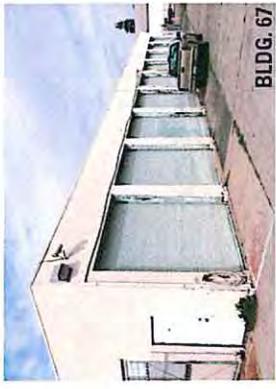


**URBAN PARK LEGEND**

- A RETROFITTED EXISTING BUILDING
- B TRACKS IN PAVING AND PLANTING
- C CAFE/RETAIL/MAKER FOCUS
- D CENTRAL PLAZA
- E MEWS
- F WOOD DECK
- G BEER GARDEN

**POSSIBLE PROGRAMS ELEMENTS INCLUDE:**

- CAFE
- FAMILY PLAY AREA
- DINING/OUTDOOR EATING VENUES
- ART/SCULPTURE
- INTIMATE AND LARGER GATHERING OPPORTUNITIES



EXISTING BUILDING PHOTOS



PROPOSED CHARACTER  
 \*THIS SITE PLAN & BUILDING CONFIGURATIONS ARE ILLUSTRATIVE  
 ONLY. ALL IMPROVEMENTS SUBJECT TO DESIGN REVIEW APPROVAL

**ALAMEDA POINT | ALAMEDA, CA**

**BAR architects**  
 901 Battery Street, Suite 300 | San Francisco, CA 94111 | 415 293 5700 | www.bararch.com

**BKF ignition architecture**  
 MBH arch  
 TRICON Tableau

EDEN HOUSE

e-blu

SRM ERNST  
 Hudson-Mengel  
**LANGAN**

FIELD PAOLI  
**KI**  
 CONSULTANTS

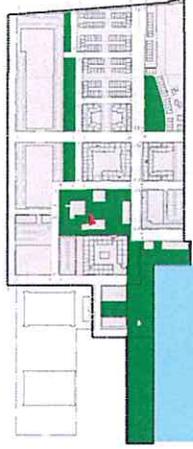
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**URBAN PARK PLAN & CHARACTER**



EXISTING CONDITIONS - BUILDING 67



ALAMEDA POINT | ALAMEDA, CA

URBAN PARK PERSPECTIVE WITH BUILDING 67

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**BK Ignition architecture**  
 484 Tech | TRICON | EDEN | JOBLEQU

**EDEN**  
 HOUSING

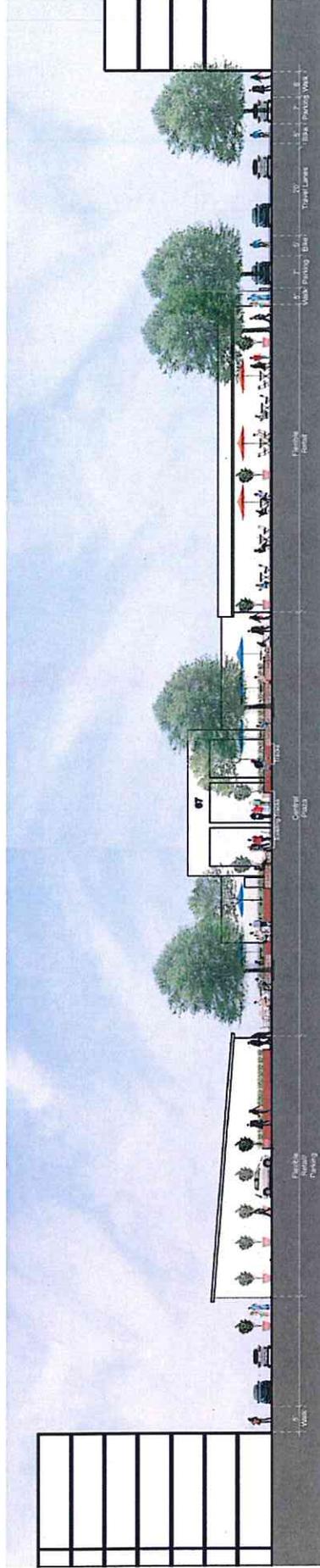
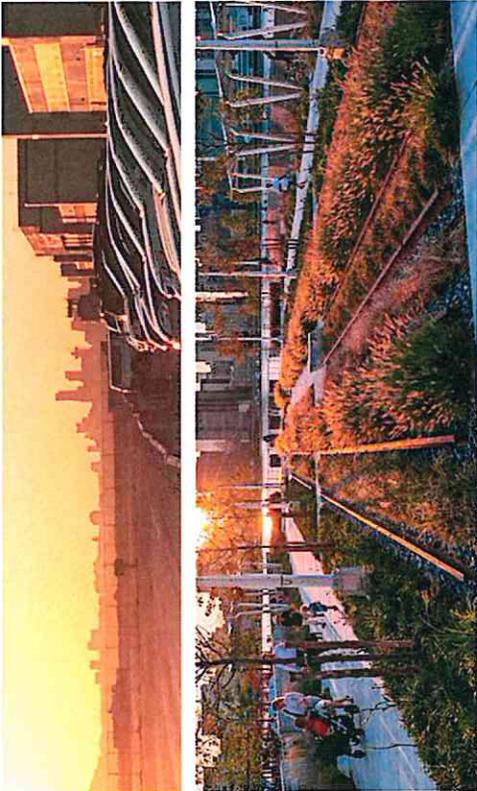
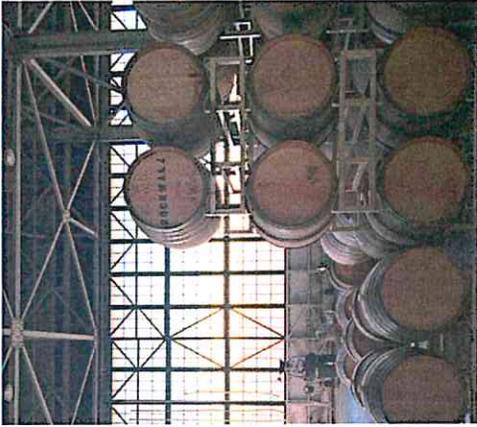
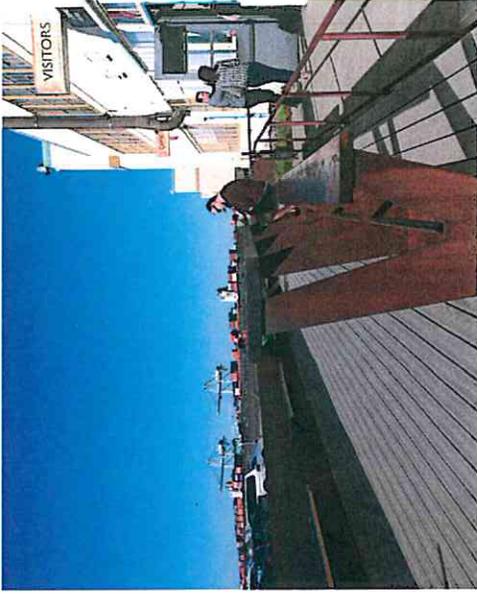
**e-5U**

**SRMERNST**  
 Multifamily  
**LANGAN**

**KH**  
 CONSULTING

**FIELD**  
**PAOLI**

05.11.15  
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**BK Ignition architecture**  
 415 293 5700 | www.bararch.com

**TRICON**  
 CONSULTING

**EDEN**  
 POLYMER

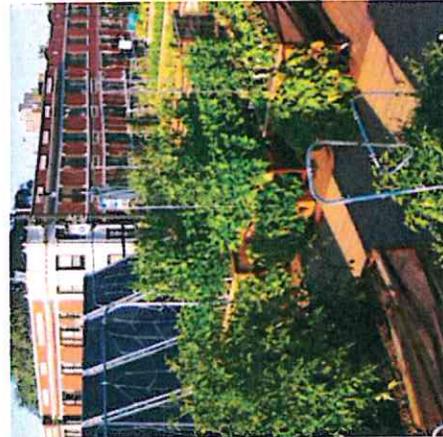
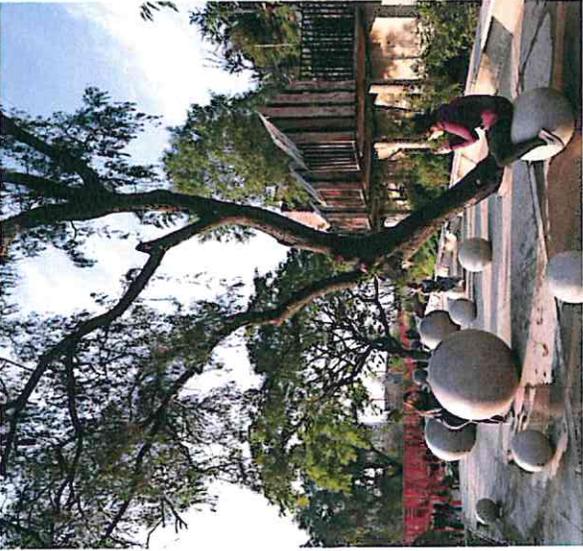
**e-5U**  
 CONSULTING

**SRMERNST**  
 MEDICAL MANAGEMENT  
**LANGAN**

**KH**  
 CONSULTING  
**FIELD PAOLI**

**A.P.D.**  
**D.W.**

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## ALAMEDA POINT | ALAMEDA, CA

## NEIGHBORHOOD PARK CHARACTER

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**BKf** ignition  
architecture

**JBH arch** | **TRICON**  
lab | **lebleu**  
interiors

**EDEN**  
LANDSCAPE

**e-bly**  
interiors

**SIRMERNST**  
Madison+Marquette  
**LANGAN**

**KH**  
architects

**FIELD**  
PAOLI

**A.P.**  
**D.W.**

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14072

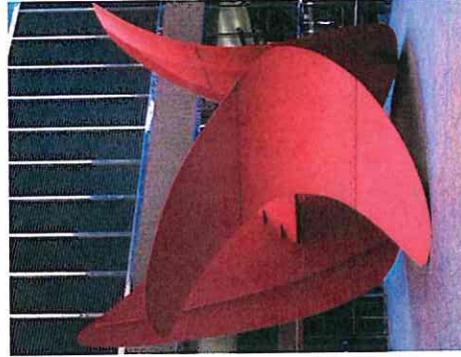
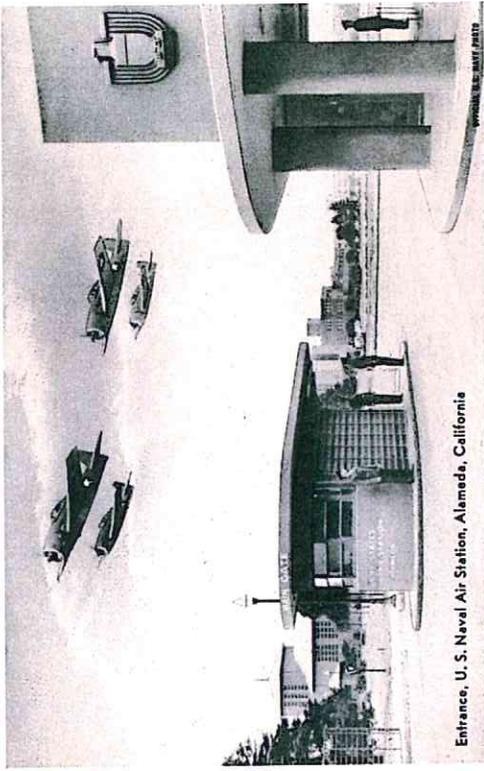


\*THIS SITE PLAN & BUILDING CONFIGURATIONS ARE ILLUSTRATIVE ONLY. ALL IMPROVEMENTS SUBJECT TO DESIGN REVIEW APPROVAL

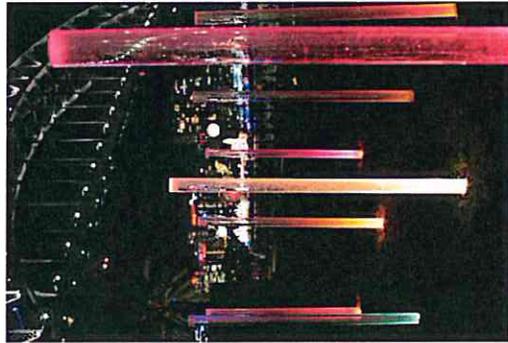
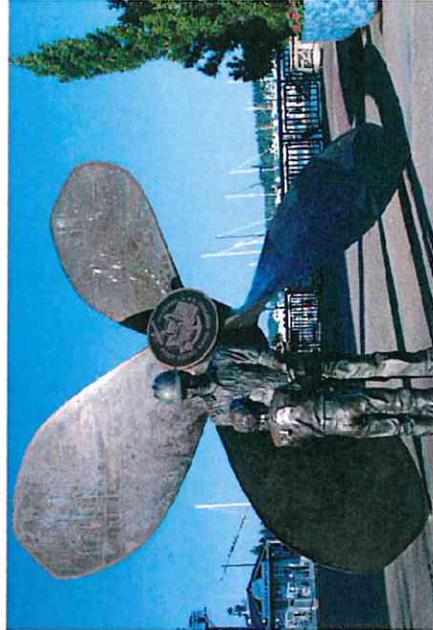
**GATEWAY LEGEND:**

- A HISTORIC ARTIFACT SCULPTURE
- B SENTINEL PALM TREE GRID WITH DRAMATIC LIGHTING
- C BIKE LANE INTERSECTION PAVING
- D PROPOSED MAIN ST. INTERSECTION
- E GATEWAY PLAZA
- F PROPOSED CROSS ALAMEDA TRAIL TERMINUS
- G EXISTING MAIN STREET LINEAR PARK

- POSSIBLE ARTIFACT SCULPTURES:**
- ALAMEDA POINT HISTORIC NAVAL BASE ARTIFACTS
  - 'FOUND' NAVAL SHIP PROPELLERS
  - ABSTRACT STEEL SHIP SCULPTURE
  - LOCAL ARTISTS' CREATIONS
  - SUSTAINABILITY RECLAIMED ART
  - LIGHTING AS ART



\*SCULPTURE PIECE USING RECLAIMED MATERIAL



\*ALAMEDA POINT NAVAL BASE ARTIFACTS USED AS ART



ALAMEDA POINT | ALAMEDA, CA

GATEWAY CHARACTER

**BAR architects**  
901 Battery Street, Suite 300 | San Francisco, CA 94111 | 415 293 5700 | www.bararch.com

**BKF** ignition  
architecture

**JBI** tech  
lab/arc

**EDEN**  
FOUNDRY

**e-BU**  
ARCHITECTURE

**SRMERNST**  
Madison+Margulies  
**LANEAN**

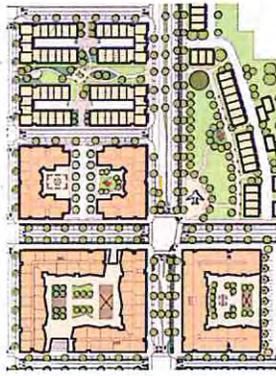
**KH**  
ARCHITECTURE  
**FIELD**  
PAOLI

A: P.  
D: W

05.11.15  
14072

**ALAMEDA POINT SITE A – SUSTAINABLE DESIGN:**

- THE FOLLOWING PROJECT FEATURES ARE DESIGNED TO REDUCE GREENHOUSE GAS EMISSIONS AND COMBAT CLIMATE CHANGE:
- PRESERVATION AND REUSE OF EXISTING BUILDINGS REDUCES WASTE, ENERGY USE AND GREENHOUSE GAS EMISSIONS DURING CONSTRUCTION;
- LEAN CONSTRUCTION PRACTICES AND OPERATIONAL USAGE;
- SITE PLANNING MAXIMIZES OPEN SPACE, INCLUDING PERVIOUS SITE AREAS WHICH LEADS TO A REDUCTION IN STORM-WATER RUNOFF AND THE URBAN HEAT ISLAND EFFECT;
- ON-SITE TRANSPORTATION SERVICES, REDUCED PARKING, ON-SITE BICYCLE SERVICES (E.G., THE ON-SITE "BICYCLE KITCHEN" FOR BICYCLE MAINTENANCE), AND ON-SITE CAR SHARE SERVICES REDUCE GREENHOUSE GAS EMISSIONS FROM AUTOMOBILES;
- INTEGRATED DESIGN PROCESS THAT ANALYZES AND APPLIES TECHNOLOGIES TO REDUCE GREENHOUSE GAS EMISSIONS FROM BUILDING;
- BUILDING DESIGN CONSISTENT WITH A LEED SILVER DESIGNATION OR ITS EQUIVALENT REDUCES GREENHOUSE GAS EMISSIONS FROM BUILDING;
- BAY FRIENDLY LANDSCAPE MATERIALS THAT REDUCE GREENHOUSE GAS EMISSION FROM LANDSCAPE MAINTENANCE, AND REDUCED WATER USE;
- ELECTRIC VEHICLE CHARGING STATIONS IN PARKING FACILITIES PROMOTE A REDUCTION IN AUTOMOBILE EMISSIONS.



**SMALL BLOCK SIZES - WALKABLE NEIGHBORHOODS**



**ADAPTIVE REUSE - PRESERVE OUR RESOURCES**



**NATURAL DAYLIGHTING - REDUCE ENERGY USAGE**



**NATIVE, DROUGHT TOLERANT PLANTINGS TO CONSERVE WATER USE**



**STORMWATER CAPTURE FOR A CLEAN BAY**



**MAXIMIZE OPEN SPACE/PARKS TO BUILD COMMUNITY**



**DEDICATED BIKE PATHS AND BIKE PARKING - REDUCE VEHICLE DEMAND**



**CITY CARSHARE A Bay Area nonprofit**  
**zipcar.**  
CAR SHARE PARKING - REDUCE VEHICLE DEMAND & PROMOTE SHARED ECONOMY



**CAR CHARGING STATIONS - PROMOTE A REDUCTION IN FOSSIL FUEL USE**



**ACCESS TO TRANSIT - BRT / BUS / FERRY - REDUCE VEHICLE DEMAND**

**ALAMEDA POINT | ALAMEDA, CA**

**PROJECT SUSTAINABILITY**

**BAR architects**  
901 Battery Street, Suite 300 | San Francisco, CA 94111 | 415 293 5700 | www.bararch.com

**BKf ignition architecture**  
www.bkfi.com | 415 293 5700 | www.bararch.com

**EDEN HOUSE**

**e-blu**

**SRM ERNST**  
McGraw-Hill Construction Analytics  
**LANGAN**

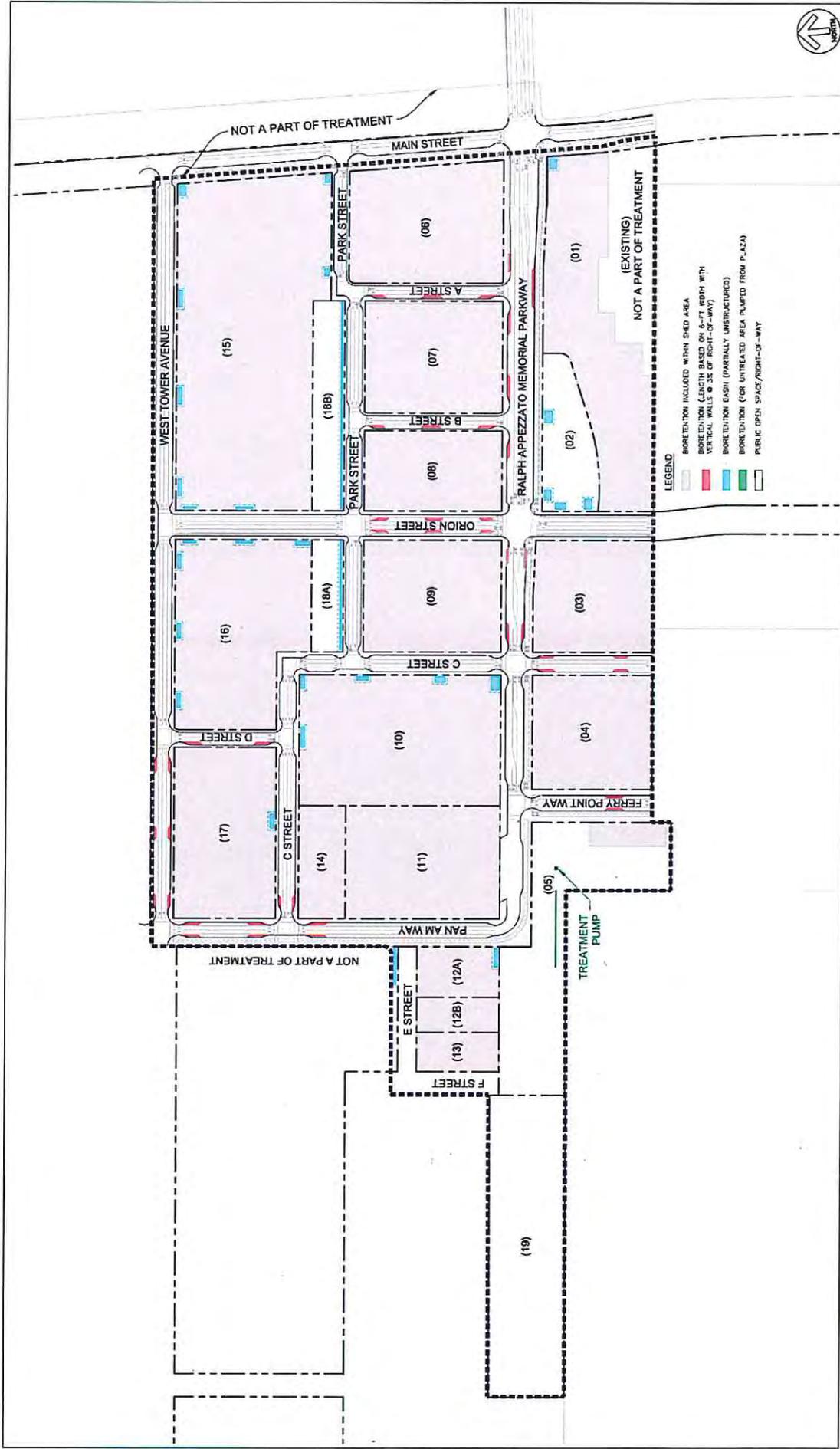
**KH**  
Kaiser Permanente

**FIELD PAOLI**

**A.P. D.W.**

05.11.15

14072



ALAMEDA POINT | ALAMEDA, CA

CONCEPTUAL STORMWATER TREATMENT STRATEGY

EXHIBIT I

FORM OF QUITCLAIM DEED

RECORDING REQUESTED BY AND  
WHEN RECORDED RETURN TO:

City Attorney  
City of Alameda  
2263 Santa Clara Avenue  
Alameda, CA 94501

No fee for recording pursuant to  
Government Code Section 27383

---

**QUITCLAIM DEED**

For valuable consideration, the receipt of which is hereby acknowledged, the City of Alameda, a municipal corporation (the "Grantor"), hereby grants to Alameda Point Partners, LLC, a Delaware limited liability company (the "Grantee"), the real property (the "Property") more particularly described in Attachment A attached hereto and incorporated into this Quitclaim Deed (this "Quitclaim Deed") by this reference, and all existing improvements existing on the Property.

1. The Property is conveyed subject to the Disposition and Development Agreement entered into by and between Grantor and Grantee dated as of \_\_\_\_\_, 2015 (the "DDA"). Capitalized terms used, but not defined, in this Quitclaim Deed, shall have the meaning set forth in the DDA.

2. The Grantee hereby covenants and agrees, for itself and its successors and assigns, that the Grantee and such successors and assigns shall promptly begin and diligently prosecute to completion the redevelopment of the Property through the construction of the Project on the Property in accordance with the DDA, and that such construction shall be commenced and completed within the times provided in the DDA.

(a) Promptly after completion of the Project on the Property or any Sub-Phase in accordance with the provisions of the DDA, the Grantor will furnish the Grantee with the Estoppel Certificate of Completion as more particularly described in Section 11.7 of the DDA. Except as otherwise provided in DDA Section 11.7, such Estoppel Certificate of Completion by the Grantor shall be a conclusive determination of the satisfaction and termination of the agreements and covenants in the DDA and in this Quitclaim Deed with respect to the obligations of the Grantee and its successors and assigns to construct the development and the dates for the beginning and completion of such construction for the portion of the Property subject to the Estoppel Certificate of Completion.

3. The Grantee hereby covenants and agrees, for itself and its successors and assigns, that during construction of the development and thereafter, the Grantee shall devote the Property only to the uses specified in the DDA, or as otherwise approved in writing by the Grantor.

4. The Grantee covenants and agrees, for itself and its successors and assigns that there shall be no discrimination against or segregation of, any person or group of persons on account of race, color, creed, religion, sexual orientation, sex, marital status, national origin or ancestry in the sale, lease, sublease, transfer, use, occupancy, tenure or enjoyment of the Property, nor shall the Grantee itself or any person claiming under or through it establish or permit any such practice or practices of discrimination or segregation with reference to the selection, location, number, use or occupancy of tenants, lessees, subtenants, sublessees or vendees in the Property and the Improvements thereon.

5. The Grantee represents and agrees that the Property will be used for the purposes set forth in the DDA. The Grantee further recognizes that in view of the following factors, the qualifications of the Grantee are of particular concern to the community and the Grantor:

(a) The importance of the redevelopment of the Property to the general welfare of the community; and

(b) The fact that a change in ownership or control of the owner of the Property, or of a substantial part thereof, or any other act or transaction involving or resulting in a significant change in ownership or with respect to the identity of the parties in control of the Grantee or the degree thereof is for practical purposes a transfer or disposition of the Property.

(c) For the reasons stated above, the Grantee covenants, for itself and its successors and assigns, that, during the Term of the DDA, there shall be no Transfer in violation of the DDA.

(d) No voluntary or involuntary successor in interest of the Grantee shall acquire any rights or powers under this Quitclaim Deed or the DDA except as expressly set forth in this Quitclaim Deed or the DDA.

6. The covenants contained in this Quitclaim Deed shall remain in effect for the period set forth in the DDA, except for the nondiscrimination covenants contained in Section 5 above which shall run with the land in perpetuity.

7. No violation or breach of the covenants, conditions, restrictions, provisions or limitations contained in this Quitclaim Deed shall defeat or render invalid or in any way impair the lien or charge of any mortgage, deed of trust, or other financing or security instrument permitted by the DDA. However, any successor of Grantee to the Property shall be bound by such remaining covenants, conditions, restrictions, limitations and provisions, whether such successor's title was acquired by foreclosure, deed in lieu of foreclosure, trustee's sale, or otherwise.

8. The covenants contained in this Quitclaim Deed shall be, without regard to technical classification or designation, legal or otherwise specifically provided in this Quitclaim Deed, to the fullest extent permitted by law and equity, binding for the benefit and in favor of and enforceable by the Grantor, its successor and assigns, and any successor in interest to the

Property or any part thereof, and such covenants shall run in favor of the Grantor and such aforementioned parties for the entire period during which such covenants shall be in force and effect, without regard to whether the Grantor is or remains an owner of any land or interest therein to which such covenants relate. In the event of any breach of any of such covenants, the Grantor and such aforementioned parties shall have the right to exercise all of the rights and remedies, and to maintain any actions at law or suits in equity or other property proceedings to enforce the curing of such breach. The covenants contained in this Quitclaim Deed shall be for the benefit of and shall be enforceable only by the Grantor, its successors, and such aforementioned parties.

9. Subject to any rights or interests provided in the DDA for the protection of the holder of a Security Financing Interest with respect to the Property, the Grantor shall have the right, at its option, to reenter and take possession of the Property and the Project, or any portion thereof not subject to (i) an Estoppel Certificate of Completion or (ii) a current building permit for Vertical Improvements that are subject to a Vertical Improvement Completion Assurance, with all improvements thereon, and revert in the Grantor the estate conveyed to the Grantee, if the DDA is terminated pursuant to Section 17.5 of the DDA prior to recordation of the Estoppel Certificate of Completion for the final Phase of the Project. Upon reverting in the Grantor of title to the Property, the Grantor shall promptly use its best efforts to resell the Property consistent with its obligations under state law. Upon sale the proceeds shall be applied as set forth in Section 17.5 of the DDA. Such right to reenter, repossess and revert shall be subordinate and subject to and be limited by and shall not defeat, render invalid, or limit:

(a) Any mortgage, deed of trust or other security instrument permitted by the DDA; and

(b) Any rights or interest provided in the DDA for the protection of the holder of such mortgages, deeds of trust or other security instruments.

10. Subject to any rights or interests provided in the DDA for the protection of the holder of a Security Financing Interest with respect to the Property, the Grantor shall have the right to institute such actions or proceedings as it may deem desirable for effectuating the purposes of this Section, including also the right to execute and record or file with the Recorder of the County written declaration of the termination of all rights and title of the Grantee, and its successors in interest and assigns, in the portions of the Property not subject to an Estoppel Certificate of Completion or a current building permit for Vertical Improvements that are subject to a Vertical Improvement Completion Assurance, and the reverting of title thereto in the Grantor. Any delay by the Grantor in instituting or prosecuting any such actions or proceedings or otherwise asserting its rights under this Section shall not operate as a waiver of such rights or to deprive it of or limit such rights in any way (it being the intent of this provision that Grantor should not be constrained so as to avoid the risk of being deprived of or limited to the exercise of the remedy provided in this Section because of concepts of waiver, laches, or others), nor shall any waiver in fact made by the Grantor with respect to any specific default by the Grantee, its successors and assigns, be considered or treated as a waiver of the rights of the Grantor with respect to any other defaults by the Grantee, its successors and assigns, or with respect to the particular default except to the extent specifically waived. The Grantor's interest in the Property,

as set forth in this Section, shall be a "power of termination" as defined in California Civil Code Section 885.010.

11. If the DDA is terminated pursuant to Section 17.4 thereof following the Closing on any Phase and prior to the issuance of the Estoppel Certificate of Completion or a building permit for the Vertical Improvements that are subject to a Vertical Improvement Completion Assurance for the Phase, then the Grantor may at its option, in addition to other rights granted in the DDA, and subject to any rights or interests provided in the DDA for the protection of the holder of a Security Financing Interest with respect to the Property, repurchase, reenter and take possession of the Property as set forth in the DDA.

12. Only the Grantor, its successors and assigns, and the Grantee and the successors and assigns of the Grantee in and to all or any part of the fee title to the Property shall have the right to consent and agree to changes or to eliminate in whole or in part any of the covenants contained in this Quitclaim Deed or to subject the Property to additional covenants, easements, or other restrictions. For purposes of this Section, successors and assigns of the Grantee shall be defined to include only those parties who hold all or any part of the Property in fee title, and not to include a tenant, lessee, easement holder, licensee, mortgagee, trustee, beneficiary under deed of trust, or any other person or entity having an interest less than a fee in the Property.

13. In the event there is a conflict between the provisions of this Quitclaim Deed and the DDA, it is the intent of the parties hereto and their successors in interest that the DDA shall control.

14. This Quitclaim Deed may be executed and recorded in two or more counterparts, each of which shall be considered for all purposes a fully binding agreement between the parties.

15. **NAVY QUITCLAIM DEED PROVISIONS** Prior to execution of this Quitclaim Deed, the applicable provisions from the Navy Quitclaim Deed or Deeds conveying the Property subject to this Quitclaim Deed will be incorporated herein.

**[Remainder of this Page Intentionally Left Blank]**

IN WITNESS WHEREOF, the Parties hereto have executed this Quitclaim Deed on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

CITY:

**CITY OF ALAMEDA,**  
a municipal corporation

By: \_\_\_\_\_  
Elizabeth D. Warmerdam, Interim City  
Manager

**Approved as to Form:**

\_\_\_\_\_  
Farimah F. Brown  
Senior Assistant City Attorney

\_\_\_\_\_  
Andrico Q. Penick  
Assistant City Attorney

DEVELOPER:

**ALAMEDA POINT PARTNERS, LLC,**  
a Delaware limited liability company

By: Alameda Point Properties, LLC,  
a California limited liability company,  
its managing member

By: NCCH 100 Alameda, L.P.,  
a Delaware limited partnership,  
its managing member

By: Maple Multi-Family Development,  
L.L.C., a Texas limited liability  
company,  
its General Partner

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**SIGNATURES MUST BE NOTARIZED**

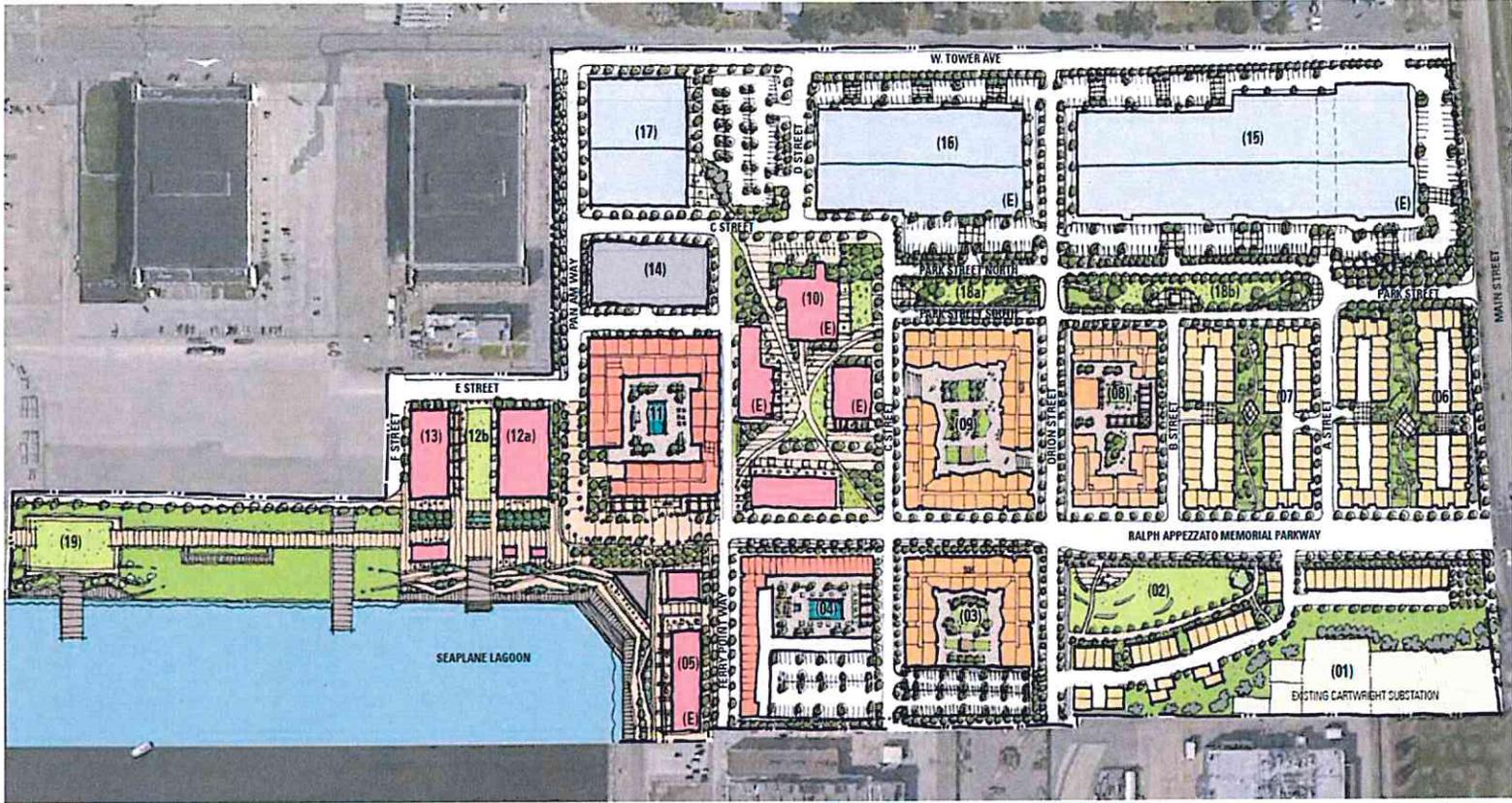
ATTACHMENT 1

PROPERTY DESCRIPTION

The land referred to herein is situated in the State of California, County of Alameda, City of Alameda and is described as follows:

EXHIBIT J

TDM COMPLIANCE STRATEGY



# Alameda Point Site A Transportation Demand Management (TDM) Compliance Strategy Final

May 2015





## Table of Contents

		Page
<b>1</b>	<b>Introduction.....</b>	<b>1-1</b>
	Background .....	1-1
	Transportation Management Association.....	1-1
	Obligation to Comply .....	1-2
	Modifications to the Compliance Strategy .....	1-2
	Project Description .....	1-2
<b>2</b>	<b>TDM Vision .....</b>	<b>2-1</b>
	Compliance Strategy Goals .....	2-1
	Factors for Success.....	2-1
	TDM Approach.....	2-2
<b>3</b>	<b>Multimodal Infrastructure .....</b>	<b>3-1</b>
	Vehicular Access.....	3-1
	Transit Infrastructure.....	3-2
	Pedestrian Infrastructure .....	3-4
	Bicycle Infrastructure .....	3-5
<b>4</b>	<b>Management and Marketing.....</b>	<b>4-1</b>
	Initiation of Alameda Point TMA.....	4-1
	Site-Level Transportation Coordinator .....	4-1
	Transportation Representatives.....	4-1
	Transportation Information.....	4-2
<b>5</b>	<b>Employee and Resident TDM Measures.....</b>	<b>5-1</b>
	Residents and Employees .....	5-1
	Employees Only .....	5-3
<b>6</b>	<b>Parking Management.....</b>	<b>6-1</b>
	Parking Ratios and Shared Parking.....	6-1
	Unbundled Parking for Residents .....	6-3
	Parking Pricing .....	6-3
	Time Limits .....	6-4
	Residential Parking Permits.....	6-4
	Preferential Parking for Carpools/Vanpools/Electric Vehicles.....	6-5
<b>7</b>	<b>Implementation Timeline .....</b>	<b>7-1</b>
<b>8</b>	<b>Vehicle Trip Targets .....</b>	<b>8-1</b>
	Baseline Vehicle Trips .....	8-1
	Site A Peak Hour Trip Target.....	8-2
<b>9</b>	<b>Annual Monitoring .....</b>	<b>9-1</b>
	Monitoring Approach and Process .....	9-1

## Table of Figures

	<b>Page</b>
Figure 1-1 Town Center Area (top) and Illustrative Site Plan for Site A (bottom) .....	1-3
Figure 3-1 Proposed Street Network and Vehicle Access.....	3-1
Figure 3-2 Proposed Transit Infrastructure .....	3-2
Figure 3-3 Proposed Multimodal Plan for Ralph Appezato Memorial Parkway .....	3-3
Figure 3-4 Proposed Pedestrian Facilities .....	3-4
Figure 3-5 Proposed Bicycle Facilities and Circulation .....	3-5
Figure 4-1 Proposed Management Structure for Site A .....	4-2
Figure 4-2 Example TMA Website (Mountain View).....	4-4
Figure 6-1 Proposed On- and Off-Street Parking Supply .....	6-2
Figure 7-1 Site A Compliance Strategy Timeline .....	7-1
Figure 8-1 Vehicle Trips - 2035, Existing Plus Project.....	8-1
Figure 8-2 Peak Hour Residential and Commercial Vehicle Trips.....	8-2
Figure 8-3 Site A Peak Hour Residential and Commercial Vehicle Trips .....	8-2
Figure 8-4 Site A AM and PM Peak Hour Vehicle Trip Targets.....	8-2

# 1 INTRODUCTION

## BACKGROUND

The City of Alameda has adopted a Transportation Demand Management (TDM) Plan<sup>1</sup> for Alameda Point. The purpose of this plan is to serve as a resource and guide for existing and future development on the former Alameda Naval Air Station, known as Alameda Point.

In order to help mitigate traffic issues and reduce environmental impacts, this plan identifies strategies to reduce single-occupant vehicle (SOV) trips generated by development in Alameda Point.

Included in the plan are vehicle trip reduction goals that were established in the City's General Plan. The Plan's trip reduction goals for new development in Alameda Point are the following:

- 30% reduction in peak hour trips for commercial development; and
- 10% reduction in peak hour trips for residential development

The goals are measured against the estimation of automobile trips projected in the 2035 "buildout scenario" in the Alameda Point EIR.

The reduction in vehicle trips will be achieved both through services offered by the Transportation Management Association (TMA) for residents and employees, as well as programs and incentives offered by developers, employers, and resident associations.

## TRANSPORTATION MANAGEMENT ASSOCIATION

The Alameda Point TDM Plan was designed assuming the presence of an active TMA, who will be a key player in helping the area reduce vehicle trips. Alameda Point Partners (APP) is "first in," and will be developing Site A while the role of the TMA is still in its infancy. The City has also indicated the potential for a joint TMA (with an existing Alameda TMA) or a citywide TMA, which would have further implications for TDM implementation at Alameda Point.

APP and all future subsidiaries (collectively referred to as "APP" in the remainder of this document) envisions a strong TDM program at Alameda Point, but recognizes that Alameda's existing and future traffic challenges cannot be solved on a project-by-project basis. Reducing vehicle trips to, from, and within Alameda will take a coordinated, citywide transportation and TDM effort. Alameda Point and its TMA efforts can, and should, be a catalyst project to creating a robust and diverse citywide program for reducing vehicle trips.

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<sup>1</sup> <http://alamedaca.gov/alameda-point/approved-transportation-demand-management-plan>

## OBLIGATION TO COMPLY

As required by the Mitigation Monitoring and Reporting Program (MMRP) from the Alameda Point EIR, and the Alameda Point Zoning District in Section 30-4.24, all new development at Alameda Point will be required to meet the trip reduction goals and comply with the Alameda Point TDM Plan as part of any Disposition and Development Agreement (DDA) between the City and a developer, and as a condition of approval for any planning approval, including Development Plan, use permit, or design review.

Any DDA and condition of approval will require that all property owners fund the Plan and require through covenants, conditions and restrictions, or other enforceable real property interest, that run with the land that all commercial tenant associations, major employers, residential tenant association, and homeowner's associations join the TMA, file a Compliance Strategy with the TMA consistent with the Alameda Point TDM Plan, implement their Compliance Strategy, and refine it, as necessary.

This plan meets the requirements of the compliance strategy for Site A. APP and all future subsidiaries shall meet the trip reduction requirements and participate in the TMA to provide TDM programs, as outlined above and described in Chapters 4-6.

## MODIFICATIONS TO THE COMPLIANCE STRATEGY

The actual implementation of this Compliance Strategy requires flexibility to respond to evolving development, demographic, market and technological conditions. As a result, it is expected that APP, future subsidiaries, and the TMA make modifications to this Compliance Strategy as new development occurs and more information exists about the type, amount, and location of new development and its associated traffic patterns.

## PROJECT DESCRIPTION

APP will be developing Site A of Alameda Point (Figure 1-1). The proposed development is comprised of multi-family residential, townhomes, commercial and retail space, open space, and an urban park. The site will be constructed over three phases and will result in the construction of 800 residential units, of which 200 units or 25% will be affordable, 155,000 square feet of retail space, 350,000 square feet of commercial-flex space, and a hotel with approximately 125 rooms.



## 2 TDM VISION

APP has committed to a robust and comprehensive package of strategies for Site A. It is a significant investment and a demonstration of their commitment to meet the city's transportation goals for the site. APP recognizes that they are part of the larger Alameda community and that the Site A development will have significant implications for the future of Alameda. As such, the Compliance Strategy is designed to go beyond the core objective of reducing vehicle trips by also ensuring that the strategies contribute to larger city goals related to environmental sustainability, economic development, and quality of life. It is a plan that benefits not just Alameda Point, but all of Alameda.

### COMPLIANCE STRATEGY GOALS

The primary goals of the Compliance Strategy include:

- Reduce vehicle trips in peak-hours, per city policy
- Provide additional mobility options for residents, employees, and visitors
- Attract residents and employees that use alternative modes of transportation in part to minimize car ownership and project vehicle trips
- Encourage healthy and sustainable travel
- Provide transportation benefits to the whole Alameda community

### FACTORS FOR SUCCESS

In order for the Compliance Strategy to be successful, a number of factors are important. First, the Compliance Strategy must leverage the substantial investment in transportation infrastructure made by APP, particularly the new ferry terminal, transit lanes, and bicycle network. It is these backbone infrastructure investments that will make the TDM programs implementable.

Second, the Compliance Strategy should be actionable. It proposes a set of strategies that are operationally and financially realistic, enabling the plan to get "off the shelf".

Third, an active TMA is essential to effective implementation and management. A collaborative relationship between APP, the TMA, and the City is the only way that the Compliance Strategy can be in place on day one and properly adjusted over time.

Fourth, it is important to consider not just the individual strategies, but how they complement each other in a coordinated package. The Compliance Strategy is designed with the understanding that each component is needed to maximize trip reductions.

Fifth, a comprehensive parking management plan that prioritizes customer convenience and effective utilization of the site's parking supply will be crucial to achieving the City's transportation, economic, and sustainability goals.

Sixth, there should be realistic expectations about the Compliance Strategy. As stated in the Alameda Point TDM Plan, "TDM strategies require time to become established and become fully effective..."

Therefore, the trip reduction goals need to be phased in so that they remain realistic and achievable."<sup>2</sup> No TDM plan is perfect on day one and monitoring of the programs is essential. Adjustments will be made to better tailor programs to actual usage and the evolving demographics of the site.

Finally, Alameda's traffic and transportation challenges are systemic and extend far beyond this project. Vehicle capacity constraints at the city's gateways will be an issue whether Alameda Point is developed or not. Therefore, the Compliance Strategy should be evaluated in the context of the need to develop a coordinated, citywide trip reduction and mobility strategy.

## TDM APPROACH

APP is submitting a Compliance Strategy to mitigate potential traffic and parking impacts and minimize trips to and from Site A. In order to provide the most successful implementation, this Compliance Strategy will outline ways in which APP will work with the TMA and City of Alameda to provide a seamless level of service for residents and employees, while supporting larger City objectives and policies.

The strategies fall into five basic areas that are outlined in the following chapters:

- Multimodal Infrastructure
- Management and Marketing
- Employee and Resident Strategies
- Parking Management
- Monitoring

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<sup>2</sup> Page 53 of Alameda Point TDM Plan.

### 3 MULTIMODAL INFRASTRUCTURE

The development of Site A will not only create new residential housing, office, and commercial/retail space, but also result in unprecedented levels of investment in new bicycle, pedestrian, and transit infrastructure. These investments will significantly improve transportation access and connectivity within Alameda Point, as well as to the rest of Alameda. Most importantly, it is these infrastructure investments which will enable the TDM programs to be successful and achieve the prescribed trip reduction goals.

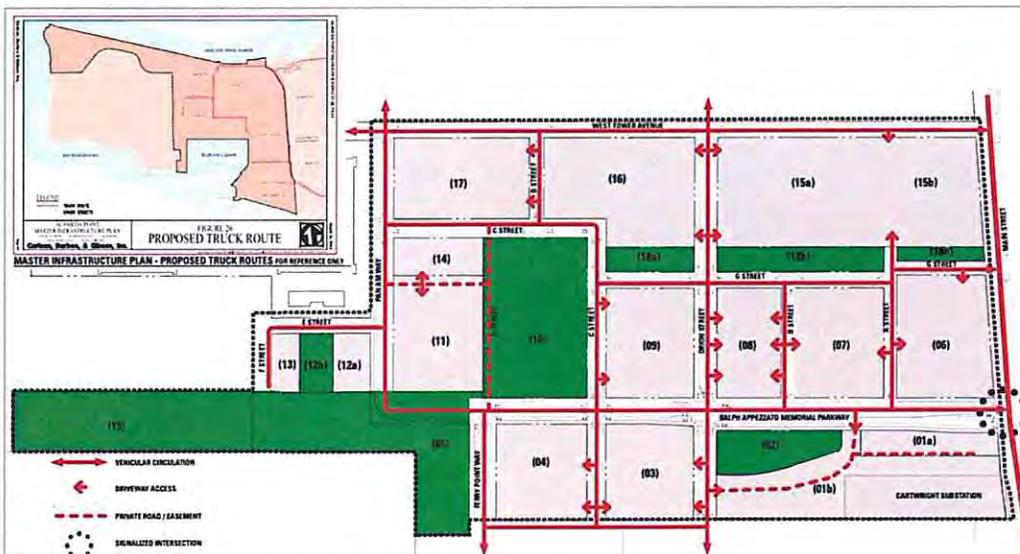
The proposed circulation network will result in a fine-grained street grid that is comfortable for motorists, pedestrians, and bicyclists. APP has pledged \$10 million for a new ferry terminal, which will improve the island's connectivity to San Francisco and the rest of the Bay Area. The site will also be designed to accommodate both new shuttles and existing and future AC Transit bus service. As a result, Alameda Point will no longer be isolated from the rest of the island, but will instead be connected by a new network of multimodal streets.

#### VEHICULAR ACCESS

**Description:** Designing a connected street grid will enhance connectivity and circulation for vehicles. The dense grid will improve navigation through the site and offer a legible environment for motorists.

**Action:** Streets will be designed to not only facilitate vehicle movement, but also maximize safety. Proposed lane widths will reduce vehicle speeds, a key ingredient to creating a safe, attractive, and economically viable mixed-use district. Per the current development plan, the proposed street network and vehicular access is illustrated in Figure 3-1.

Figure 3-1 Proposed Street Network and Vehicle Access



## TRANSIT INFRASTRUCTURE

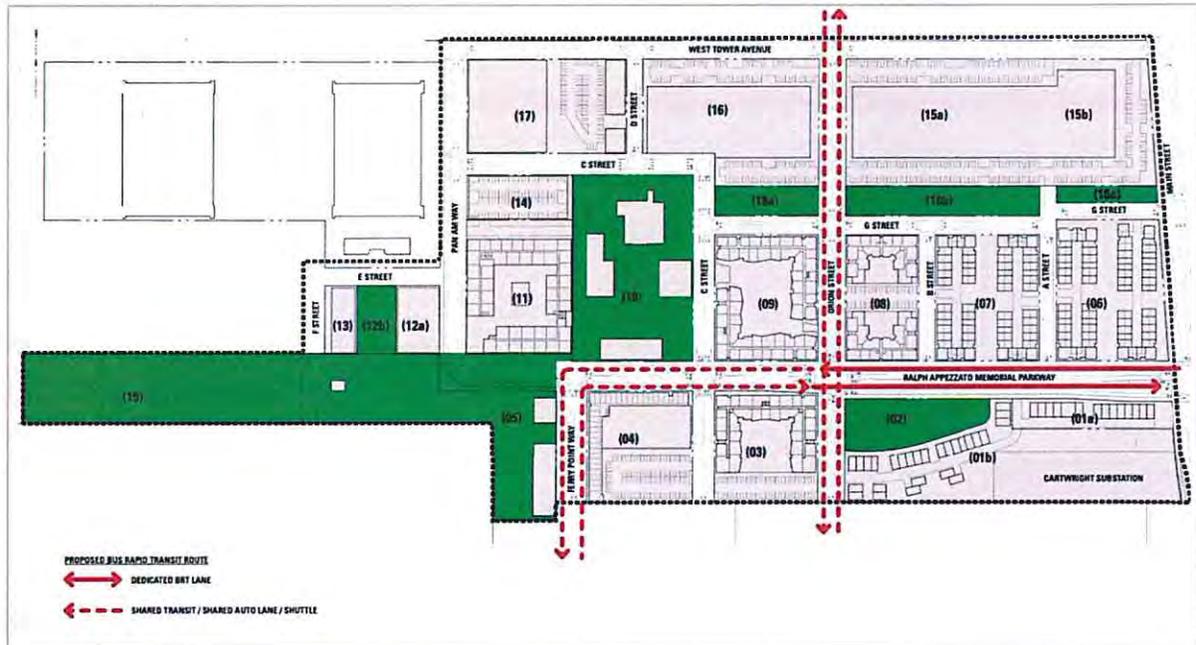
A fundamental component of reducing vehicle trips is robust and diverse transit services. This can be achieved through improvements to existing transit services, as well as the addition of new bus routes running in mixed-flow travel lanes or by adding new service running in dedicated transit rights-of-way, such as Bus Rapid Transit (BRT).

### Bus Rapid Transit

**Description:** A key element of the project will be connecting the site to transit and encouraging residents and employees to take advantage of existing bus service via incentives such as AC Transit's EasyPass, as well as by enabling transit vehicles to easily access the site and bypass congestion via dedicated transit lanes.

**Action:** In order to accommodate AC Transit's future BRT service to the site, and per the current development plan, Ralph Appezato Memorial Parkway will be designed to provide a dedicated BRT lane (Figure 3-2 and Figure 3-3).

Figure 3-2 Proposed Transit Infrastructure





## Ferry Service

**Description:** As outlined in the Alameda Point Town Center and Waterfront Precise Plan the existing ferry terminal at Main Street will be supplemented, and possibly replaced, by a new ferry terminal at the Seaplane Lagoon. The existing ferry terminal is more than a 20-minute walk from portions of Site A, reducing its appeal to future residents and employees. By adding a new ferry terminal at the Seaplane Lagoon, the core of Site A will be within a 5-10 minute walk, making it a more attractive commute and recreational option to San Francisco.

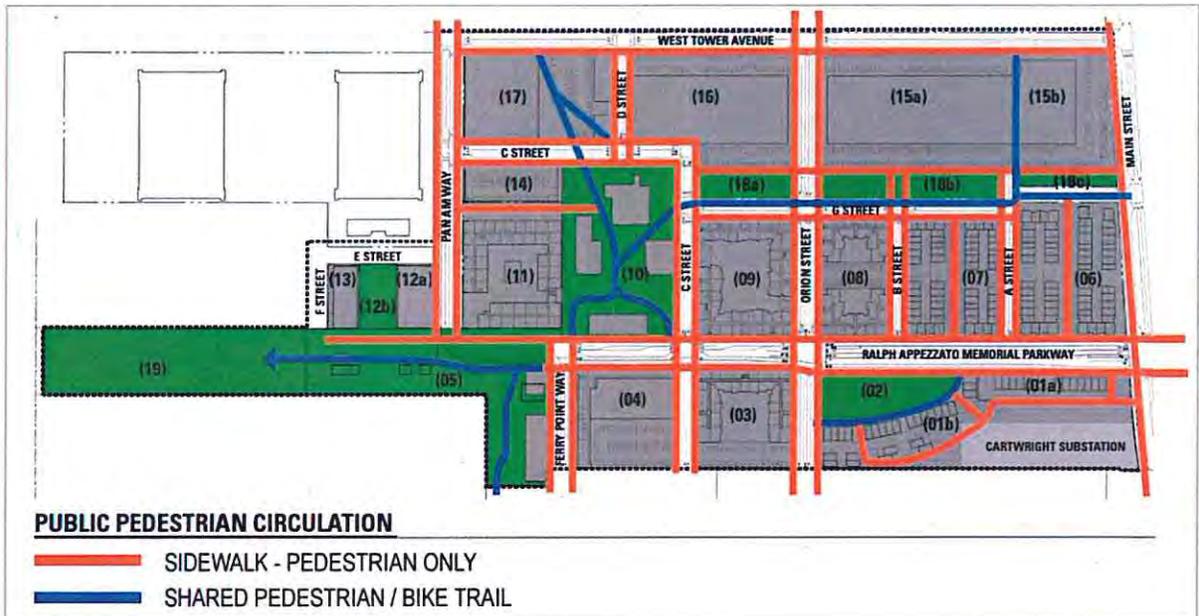
**Action:** APP has committed \$10 million in funding to be used towards the construction of a new ferry terminal at Seaplane Lagoon.

## PEDESTRIAN INFRASTRUCTURE

**Description:** A walkable environment gives people more transportation choices and improves quality of life. A well-designed network of streets and pedestrian amenities is key to improving accessibility. Creating a safe, comfortable, and convenient walking environment is key part of supporting alternative modes of transportation as all types of trips begin and end with a walk trip.

**Action:** Per the current development plan, sidewalks will be provided on all new roadways within Site A (Figure 3-4). In addition, a shared use trail will provide pedestrians and bicyclists with the ability to move through the vast majority of the site completely separated from cars. This facility will also serve as a recreational amenity that connects the site, as well as surrounding neighborhoods to the waterfront.

Figure 3-4 Proposed Pedestrian Facilities



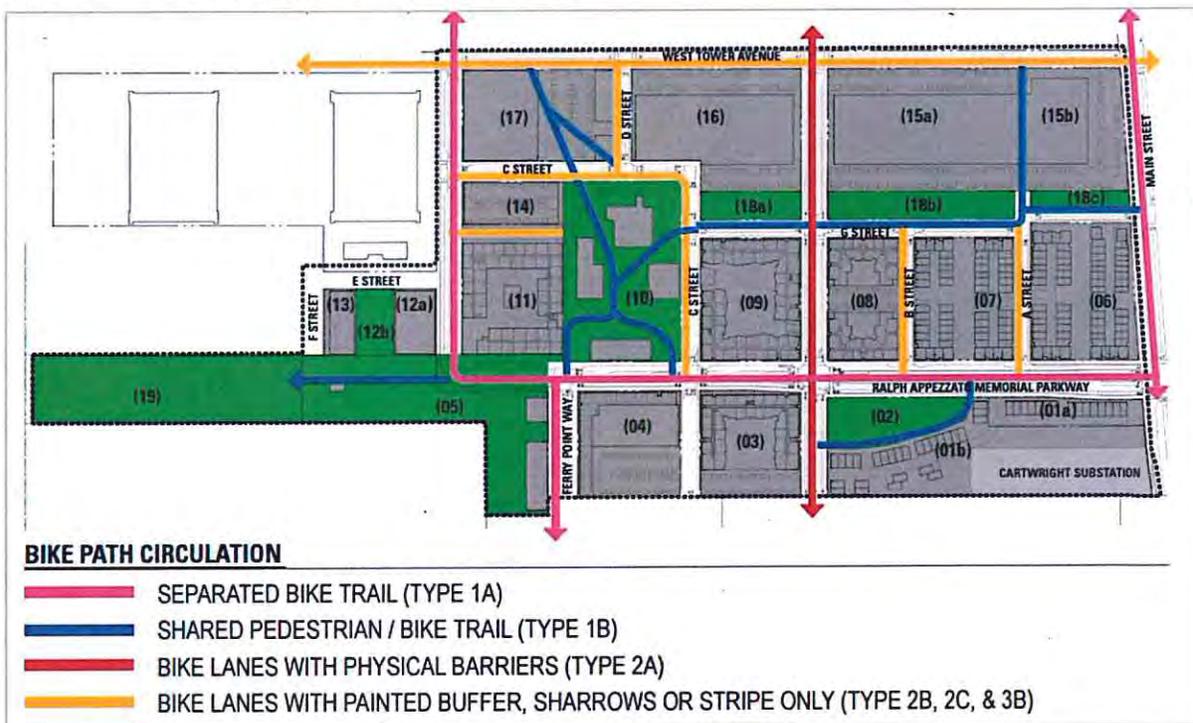
## BICYCLE INFRASTRUCTURE

### Bicycle Facilities

**Description:** Increasing bicycling to, from, and within Alameda Point and Alameda is a key strategy to reducing vehicle trips. The number of people bicycling is directly related to the quality of the bicycling network and presence of bicycling facilities. In particular, the presence of protected bicycle lanes (also known as cycle tracks) is perhaps the biggest predictor of bicycling. Complementary improvements to the larger citywide bicycling network, particularly cross-island routes and access within the tubes, will also be key to determining how many trips can be made by bike.

**Action:** Per the current development plan, Alameda Point Site A will include new bicycling facilities on all roadways as shown in Figure 3-5. Improvements include protected bicycle facilities along Pan Am Way, Ralph Appezato Memorial Parkway, Ferry Point Way, and Main Street. On Orion Street, protected bicycle lanes will also be provided. Pedestrian- and bicycle-only trails will connect the open space components of the site. On the remaining streets, Class II bicycle lanes will be provided. APP will also work with the City work with to ensure that the proposed network connects to the larger bicycle network as envisioned in the City of Alameda Bicycle Master Plan.

Figure 3-5 Proposed Bicycle Facilities and Circulation



## Secure Bicycle Parking

**Description:** Commuting by bike can be a significant financial investment for many. As such, even a small chance of theft can reduce bicycle commuting when all parking options leave bikes exposed to the elements. Sheltered parking and bicycle lockers also offer more protection from theft and vandalism when compared to standard bicycle racks.

This project must provide both short- and long-term bicycle parking for residents and employees, per Section 30-7.15 of the City of Alameda Zoning Code.

**Action:** Short-term bicycle parking for visitors in the form of individual bicycle racks will be provided in front of commercial shops and near recreational areas. Additional bicycle racks should be located throughout the parking garages and made available for residents, employees, visitors and retail shoppers.

In addition, secure long-term bicycle parking will be provided for residents and employees within buildings and future parking garages. This secure bicycle parking could be provided in the form of a centralized bicycle cage or multiple bicycle cages conveniently located near elevators and entrances to each building. In general, long-term bicycle parking should be easy to reach by bicycle from off-site, conveniently located in relation to residences, covered, and secure.

Per the current development plan, the bicycle parking plan includes approximately 660 long-term spaces and 400 short-term spaces, as required by Section 30-7.15 of the City of Alameda Zoning Code. See Figure 6-1 for more detail on the proposed bicycle parking plan.